

MARINE TOURISM DEVELOPMENT GROUP MEETING

23rd February 2016

VisitScotland Office, Glasgow

MINUTES

Present:

Marc Crothall (STA), Alan Rankin (STA), Daniel Steel (SS), Steven Dott (HIE), Andrew McKean (SC), Fred Moore (BMS), Aileen Monk (BMS), Tom Piper (B), Tara Copic (STA)

Apologies:

Leon Thomson (VS), Katie Newlands (CE), Sarah Brown (FCF), Paul Bancks (CE), David Adams McGilp (VS), Richard Millar (SC), James Allan (RYAS), Martin Latimer (BMS), Simon Limb (BMS)

Minutes from Previous Meetings:

Minutes from the previous December 23th meeting were approved.

Matters arising:

- MC still to contact Marine Scotland – TP to give contact details.
- All in agreement that the standard reply, created by AR, must state that the MTDG cannot endorse individual projects. Any requests should be directed to AR ASAP for a quick response sent out on behalf of the whole group.

Terms of Reference:

- All satisfied with the final terms of reference document and there had been no comments received prior to the meeting. The group deliberated whether Wild Scotland may be pursued to ensure engagement with a broad range of sectors. Additionally, the group needs a representative for local authorities with a marine interest– perhaps a presentation to SLAED members could draw someone in.

Actions:

- AR to make final changes to response template letter and finalise the terms of reference doc
- AR to contact Stephen Balfour of SLAED and create a presentation to present at a future meeting.
- TC to post the final terms of reference document to the STA Marine page

MTS Action Plan:

- The proposed structure of 3 lead projects was agreed, therefore the group must now sign off on detailed elements of the plan. It was established that the role of the “lead” needs an outline – that it is a coordinating role. In addition, individual talks with group members showed there to be 2 main headlines requiring future discussions: 1) Strategic Development 2) resourcing projects.
- SD noted that HIE has committed to these projects and will be supportive, provided projects are shaped well. Those requesting help from HIE/SE should go through SD.
- It was noted that a repeat of the BMS report would be extremely valuable, however there such a large task would need support

- The Marine Tourism Investment Plan may be ready by the end of 2016. All agreed the word “plan” should be changed to “Framework”.
- A Scottish Marine Tourism Convention will be held annually.
- The group agreed that it must be considered how to encourage other sector champions to join, perhaps a simple disclaimer welcoming new group members would be enough. Further to this, some aid from VisitScotland would be beneficial in the near future; Charlie Smith should be invited to the next MTDG to be shown our future actions.
- Communication of the action plan - AR will speak at the SS AGM, however an updated statement of recent actions by group members would also be beneficial. In advance of each MTDG meeting, all members should submit activity updates to TC to be added to the minutes on the STA website.

Actions:

- Group members to come back to AR with any issues around the “lead” role for any of the projects.
- AR to create minimum expectations of the “lead” role
- AM to establish whether BMS report will be repeated
- All MTDG members to examine finer points of action plan and send and comments back to AR by March 1st.
- AR to produce guidelines for the short activity updates group members are to submit before meetings.

Agenda Items Called For:

Digital:

- Concerns raised from BMS that one organisation cannot collect the mass of data they want alone, it must be a group effort
- All agreed to look at where digital is on the action plan and make it a top priority as it is an essential game changer in tourism.

Political engagement post-election:

- All responses must be a group view
- STA will be maintaining marine tourism as a high priority

Further Actions:

- Once members have given feedback, AR will finalise the Action Plan for the beginning of March, followed by a call to action to begin delivery on particular projects.
- How we decide on which points are priorities is to be further discussed and decided by AR
- TC to send out next meeting dates to all Group members

Dates set up for next MTDG Meeting:

Tuesday 10th May

Thursday 18th August

Tuesday 8th November

Close of Meeting